

Strategies for IR Implementation*

1. Establish centrality of the IR office in coordinating databases and disseminating data (but not ownership or stewardship of data).*
2. Establish friendly, professional working relationship between the IR staff and the computer support center staff.*
3. Whenever possible, obtain data from primary sources.*
4. Use surveys and focus interviews if no other source is available; ideally, the IR office should coordinate all survey administrations.*
5. Write easily understood reports; target busy executive readers.*
6. Keep reports brief and concise; prepare 1 or 2 page summaries.*
7. Constantly scan the environment and update IR support plans.*
8. Use electronic resources (computers, e-mail, internet web site).

* Adapted from: Strategies for the Practice of Institutional Research: Concepts, Resources, and Applications (Chapter 7), by Michael F. Middaugh, Dale W. Trusheim, and Karen W. Bauer, AIR #9, 1994.